

SHARE

Your Love of Girl Scouting Volunteer Handbook



**You BELONG in
GIRL SCOUTS**

SHARE Campaign Overview

SHARE Campaign Dates & Opportunities

August

SHARE Thank You and Kick-Off Event (date TBD every year)

August 1

New SHARE Year Begins

Set Troop Goals, Based on the number of Girl Scouts in each Troop

September

What is SHARE postcard mailed to all Girl Scout families
Setting SHARE Expectations and Goals for Troops at Parents' Meeting

October 31

Juliette Gordon Low's Birthday

November

End of Year Appeal & Giving Tuesday Promotion

December

75%- 100% raised toward SHARE Goal

February 22

World Thinking Day

March

President's Circle Dinner

100% to SHARE Goal to be recognized in the Green Ribbon Club at the Girl Scout Annual Meeting

March 12

Girl Scouts' Birthday

April

Volunteer Appreciation Month

May

Spring Solicitation

July 31

End of SHARE year



Table of Contents

SHARE Campaign Overview	Inside Cover
GSCNC Support Structure & SHARE Training.....	1-2
SHARE Volunteer 101	3-4
Making the Ask	5
Crowdfunding and Social Media	6-7
Ways to Give	8-9
SHARE Goal and Tracking	10-11
Policies	12-13
FAQs	14-16
Resources	17
Sample Ask: Family Emails.....	18
Sample Ask: By Phone.....	19-20
Donor Information.....	21
SHARE Envelope Example.....	22
Steps in Planning an Event.....	23
SHARE Chair Checklist.....	24
SHARE Chair Checklist with Details.....	25



GSCNC Support Structure & SHARE Training

SHARE Your Love of Girl Scouting is Girl Scouts Nation's Capital's annual family campaign that raises critical funding for financial assistance, camps, programs, and volunteer training. Every Girl Scout and volunteer is supported by SHARE. 100% of the funds raised stays here.

SHARE Structure



To better support the success of the SHARE Campaign, the SHARE Team Structure was created. This team supports SHARE volunteers at every level. Utilize the SHARE knowledge around you, whether it's joining the SHARE Rallyhood, grabbing coffee with the Association SHARE Chair, or calling your Annual Giving Specialist. SHARE resources and volunteers are here to support you. The following pages include position checklists. All position Appointment Letters are available on the SHARE Rally.

Girl Scouts Nation's Capital Development Department

**SHARE
Annual Giving Specialist
202-534-3796**

**Development Coordinator
202-274-3317**

**Major Gifts Manager
202-274-3306**

**Director of Development
202-274-3330**

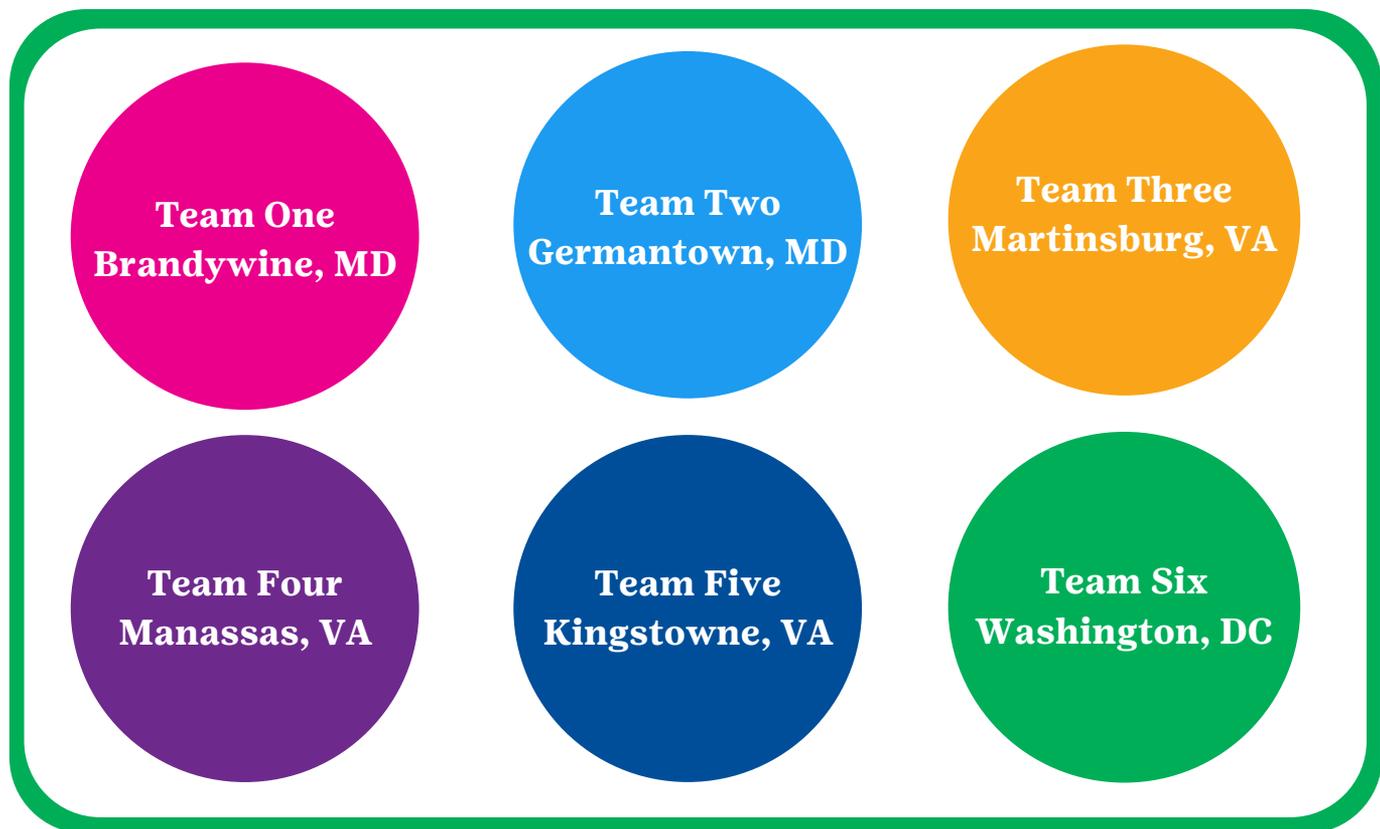
**Corporate & Foundation
Officer
202-534-3785**

GSCNC Structure & SHARE Training

Girl Scouts Nation's Capital Structure

Volunteer Support Structure: Girl Scouts Nation's Capital (GSCNC) serves the Greater Washington Region, which includes the District of Columbia and 25 counties in Maryland, Virginia and West Virginia. The Council is divided into 26 Associations with 132 Service Units supported by the Council's Membership Department.

Our SHARE volunteer support operations are also structured into the six teams listed below. In addition to teams, the best way to get information and resources is the SHARE Volunteer Rallyhood. Join now by going to <https://rallyhood.com/16368>.



SHARE Training

SHARE training modules are available on gsLearn. New Service Unit SHARE Chairs are expected to take this training. Troop SHARE Chairs are also encouraged to take this training. All SHARE volunteers are welcome to take this training when they need a refresher, though it is geared towards Service Unit SHARE Chairs. Regional SHARE meetings will take place in the Fall & Spring. SHARE Regional Co-Chairs, Association SHARE Chairs, and Service Unit SHARE Chairs are encouraged to attend the annual SHARE Thank- You & Kickoff in August.

SHARE Volunteer 101

Basics at a Glance

SHARE Volunteers are the heart of the SHARE campaign and the success of the campaign is not possible without our volunteers. Thank You!

TO DO LIST

- Register as a SHARE Volunteer in Volunteer Systems
- Make your own personal contribution to SHARE
 - Set the tone for your peers and lead by example
- Create your SHARE Eco System--Recruit, Recruit, Recruit!
 - Have a SHARE Co-Chair to help with troop outreach
 - Teen Girl Scouts looking for hours to help with crowdfunding postings and SHARE promotions about troop & SU activities. Have them attend Service Unit meetings to say why Girl Scouts is important to them. Additionally, they can call donors in your Service Unit to thank them. All count toward service hours!
- Contact your Service Unit Registrar to get the contact information of your Troop SHARE Chairs and families in your troop.
- Request your SHARE goal from your Association SHARE Chair. Troop goals can established by dividing your SU goal by number of girls in your Service Unit and troop.
 - Link to spreadsheet for easy math in the SHARE rally!
- Troop SHARE Chairs are your main resource to guarantee troop participation and success.
 - Set the expectation that all families are asked to support the campaign at the parents' meeting at the beginning of the new year.
- Feature SHARE at every Service Unit meeting-- Educate, Educate, Educate
 - Have a Girl Scout talk about why Girl Scouts is important to them.
 - Does not need to be a long ask, just a quick reminder with your GiveCampus QR code is all that is needed most times!
- Participate in training opportunities
 - Attend the August SHARE Thank You & Kick- Off
 - gsLearn- 204 SHARE Training (Required for Association & Service Unit SHARE chairs)
 - Review SHARE handbook
 - Attend webinars and regional meetings



SHARE Volunteer 101

Tell Your Girl Scout Story

The best way to approach raising money for SHARE is to build awareness about the importance of the annual campaign. It gives you the opportunity to connect directly with families, answer questions, and ensure families know how they can make their contribution. This is best done by reaching out individually.

Telling a Girl Scout story demonstrates the true impact of Girl Scouting and of SHARE. Has your troop or Service Unit recently come back from an adventure at one of our camps? Did a travel grant help make it possible for your girls to see the world? Share why you love Girl Scouting and inspire others to support this great organization.

Have a Girl Scout share her favorite Girl Scout story or how SHARE helped them achieve their Girl Scout dreams. They are the best spokeswomen! Involve them as much as possible. If they get excited about the power of SHARE, it is easier for you to ask for support from families and friends. Remember: Girl Scouts can tell their stories, but they cannot directly solicit contributions.

Quick Talking Points

“SHARE Your Love of Girl Scouting” is our annual family giving campaign which raises critical funding for our Council. This funding helps to maintain our eight outdoor camps, provides volunteer training, troop and camp programming, and financial assistance so every girl everywhere can be a Girl Scout.

SHARE impacts every Girl Scout and volunteer in our Council.

The \$25 Girl Scout registration fee goes straight to GSUSA to support program development and insurance costs for members. Other Councils add a council registration fee that their families are required to pay for versus having an annual campaign like SHARE

You can make your contribution today by going to our website, www.gscnc.org/donate, contributing through our crowdfunding page <https://www.givecampus.com/cznuwz>, or mailing a check out. If writing a check please make the check out to "Girl Scouts Nation's Capital", and send to Girl Scouts Finance Department at Girl Scout Council of the Nation's Capital 4301 Connecticut Ave. NW, Suite M-2, Washington, DC 20008.

Making the Ask

Tips for Success



The #1 reason someone doesn't give is that they were never asked. You would be surprised to know how many people have never been asked to give, but are more than willing to contribute to our organization. Never assume that someone can't or won't give - offer everyone the opportunity to SHARE their love of Girl Scouting by making a contribution.



Crowdfunding and Social Media

Crowdfunding is Your Friend

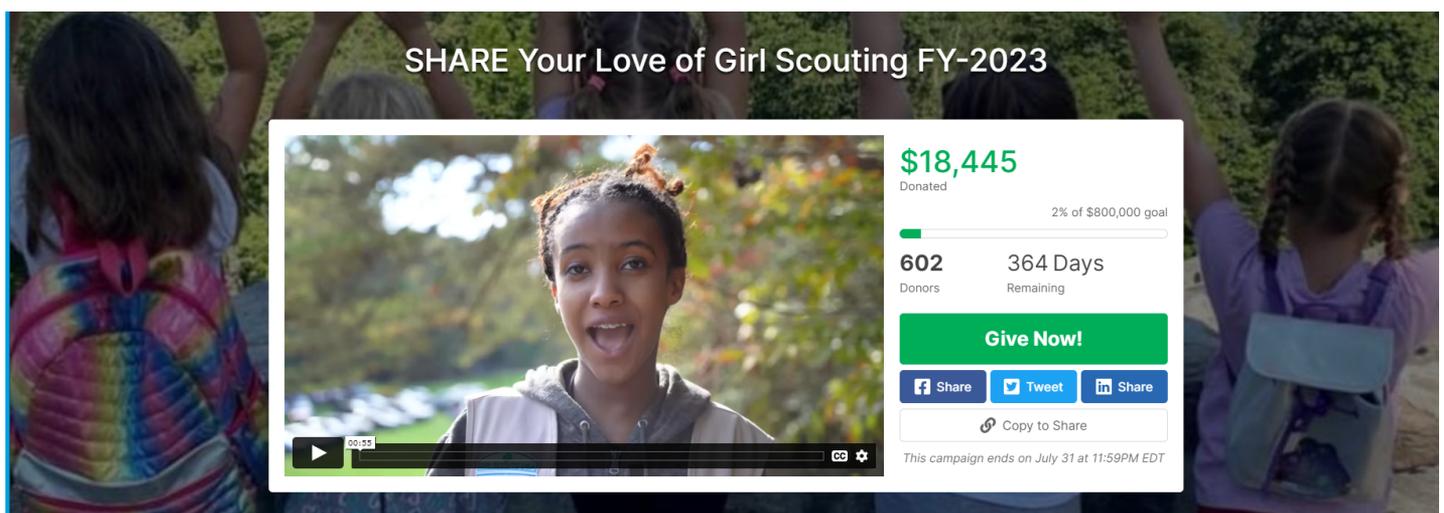
A crowdfunding page has been created for every Service Unit on GiveCampus. Your campaign will run for the entire SHARE year (August 1-July 31) and your goal is set as your annual SHARE goal.

The most cost effective ways to donate to our Council:

1. Through crowdfunding <https://www.givecampus.com/cznuwz>
2. Online through gscnc.org/donate
3. Through our monthly giving program, Friendship Circle

Remember-

- Unfortunately at this time, we are unable to take recurring gifts through crowdfunding. Please direct all monthly giving to www.gscnc.org/donate
- We upload all of your offline gifts on weekly basis to your crowdfunding page so you can see an accurate display of how much you have raised.
- Check the 'Donors' tab on your page to see your Troop Leaderboard. When there are more than three donors from a Troop you will be able to click on the Troop to view the donor name's, unless they noted to be anonymous.
- If a gift is crediting an incorrect troop, please have the donor reach out to the Annual Giving Specialist to update their gift.
- If a donor wishes to be anonymous, please check the anonymous box on the giving form or email the Annual Giving Specialist.
- Gifts will be credited to Troop00000 when no troop is designated.



SHARE Your Love of Girl Scouting FY-2023

\$18,445
Donated

2% of \$800,000 goal

602 Donors **364 Days** Remaining

Give Now!

Share Tweet Share

Copy to Share

This campaign ends on July 31 at 11:59PM EDT

**For more information on crowdfunding, contact the
Annual Giving Specialist at 202-534-3796**

Crowdfunding and Social Media

Sample Social Media Posts

Girl Scouts gave me learning and leadership opportunities that I wouldn't have found anywhere else! I'm making a donation to the GSCNC so that today's Girl Scouts get to have every experience that I had (and more!) www.givecampus.com/cznuwz or www.gsncnc.org/donate

STEM, Entrepreneurial, and Leadership Girl Scout programs are funded through the SHARE giving campaign. Make a contribution today to help prepare the Girl Scouts in this region for their bright futures! www.givecampus.com/cznuwz or www.gsncnc.org/donate

Financial assistance funded by SHARE can pay membership fees, send a member to camp, or help them travel with their troop! For example, the Council provides over \$400,00 annually to our members for Financial Aid. Donate today to help make Girl Scouting accessible to everyone! www.givecampus.com/cznuwz or www.gsncnc.org/donate

Did you know that many employers will match charitable donations made by their employees? Find out if your workplace will match your contribution to the SHARE Girl Scout campaign here: www.givecampus.com/cznuwz or www.gsncnc.org/donate

Looking to get rid of an old car? Consider donating it to the Girl Scouts (and getting that tax deduction, of course!) www.gsncnc.org/donate

Fun fact: Adults who participated in Girl Scouts tend to be happier, better educated, AND more engaged in volunteerism! Donate to SHARE today to invest in our future leaders. When you invest in Girl Scouts, you are investing in our future leaders. Consider contributing to SHARE to set local Girl Scouts up for success! www.givecampus.com/cznuwz or www.gsncnc.org/donate

I know that Girl Scouting shaped me into the leader I am today. Make a contribution to SHARE to give today's scouts all the learning and leadership opportunities that I had (and more!) www.givecampus.com/cznuwz or www.gsncnc.org/donate

Girl Scouts today; CEOs, doctors, and activists tomorrow! Consider contributing to SHARE to help these kids develop the skills they'll need to fulfill these leadership roles!
www.givecampus.com/cznuwz or www.gsncnc.org/donate



@GirlScoutsNationsCapital



@gscnc



@gscnc



@gscnc

Ways to Give

Friendship Circle: Monthly Giving

The Friendship Circle is our monthly giving program. Friendship Circle members make a recurring monthly contribution direct from their credit or debit card. Giving can start at \$5 a month. By giving monthly, you are a part of a group of dedicated donors who provide ongoing funding for Girl Scout programs year-round. If you haven't done so already, set the example for others and join the Friendship Circle today. It is an easy way to make an impactful and heartfelt gift.



President's Circle

Through our monthly giving, you can also be a member of the President's Circle for \$84 a month or \$1,000 per year. When you give a \$1,000 annual gift, you are funding a year of Girl Scouting for three Girl Scouts and much more. You will be listed in our Annual Report and you and a guest will be invited to the President's Circle Dinner hosted by the President of the Board. This dinner is a thank you event and allows you to connect with friends and other supporters.



For more information on joining the Friendship Circle or President's Circle Dinner, call the Annual Giving Specialist at 202-534-3796

Ways to Give

Disbanding Troop Funds

Did you know at the end of the year, if a troop has remaining funds, they can donate their money to SHARE? By donating the remaining funds, the troop is providing more Girl Scouting to more youth members in our council. Donations may be through your crowdfunding page or by filling out a SHARE envelope.

Car Donations

If you have an old car that you do not want anymore, you can donate it to CARS, a charity that we have a partnership with! When you do, the value of the car will be donated to us. This can be a huge boost for your SHARE campaign - the average money raised from a car donation this year was \$1,458! You also can use it as a tax deduction. To donate through CARS, fill out the donation form linked below, and a tow truck will be able to take the car. You can also donate other vehicles visit



<https://careasy.org/nonprofit/Girl-Scout-Council-of-the-Nation's-Capital>
to learn more.

Council Promotions

Girl Scouts Nation's Capital partners with organizations whose policies and operation are compatible with values of Girl Scouting on a Council- level. Proceeds from sales benefits SHARE, however, may not be credited towards SHARE goals. Past partners include, Girl Scout Day at the Nationals and more

Please check the SHARE rally or website (www.gscnc.org) for the most up-to-date info on our Council sponsored events.

Amazon Smile

By selecting Girl Scouts Nation's Capital as the charity that you want to donate to, a percentage of every Amazon purchase you make will go to our council! This will cost you nothing, and if all of our volunteers used Amazon Smile, we would raise over \$50,000! Here is the link to Amazon Smile:

<https://smile.amazon.com/>.

For more information on Car Donations, Amazon Smile, Troop Funds, or Council Promotions call the Development Coordinator at 202-274-3317

SHARE Goals & Tracking

Goals

The Development Department sets the goals each year for Associations, then the Associations work with the Service Units to distribute the goal. Many Associations choose to divide their goal by number of Girl Scouts in each Service Unit. Association SHARE Chairs must communicate the goals to the Annual Giving Specialist by July 1st. All individual SHARE Association and Service Unit Goals will be reflected on the SHARE Report.

SHARE Report

The SHARE Report is a monthly report posted on the SHARE Volunteer Rallyhood where volunteers can see how their Service Units and Associations are participating in respect to their goals. This report has a lot of useful data and metrics used by the Development Department and can be very useful for SHARE volunteers as well.

*Please note that the SHARE report is typically posted 15 days after the end of the month so the most up to date information is on GiveCampus

Example from May 2022

FY22 SHARE SNAPSHOT REPORT BY Association and Service Unit											
May 2022											
Donations through 5/31/2022											
Association/Service Unit SHARE Leader	Association	Service Unit	Goal	% to Goal	GIFT TOTAL	How Much Left to Goal	# of Gifts	# of Girl	Average Gift	Participation	FY19 Assist
Juliette Low	ASSOC_10	SU_10-13	\$1,310.00	109.8%	\$1,438.29	-\$128.29	14	314	\$102.74	4.5%	
Juliette Low	ASSOC_10	SU_10-15	\$2,415.00	58.9%	\$1,423.51	\$991.49	25	546	\$56.94	4.6%	
Juliette Low	ASSOC_10 Total		\$3,725.00	76.8%	\$2,861.80	-\$863.20	39	860	\$73.38	4.5%	
Juliette Low	ASSOC_11	SU_11-07	\$3,422.00	118.5%	\$4,056.35	-\$634.35	53	360	\$76.53	14.7%	
Juliette Low	ASSOC_11	SU_11-09	\$4,423.00	59.0%	\$2,611.62	\$1,811.38	49	344	\$53.30	14.2%	
Juliette Low	ASSOC_11 Total		\$7,845.00	85.0%	\$6,667.97	\$1,177.03	102	704	\$65.37	14.5%	
Juliette Low	ASSOC_12	SU_12-00			\$55.00		5		\$11.00		
Juliette Low	ASSOC_12	SU_12-03	\$1,116.00	107.5%	\$1,200.00	-\$84.00	30	204	\$40.00	14.7%	
Juliette Low	ASSOC_12	SU_12-04	\$1,944.00	35.8%	\$695.00	\$1,249.00	8	269	\$86.88	3.0%	
Juliette Low	ASSOC_12	SU_12-05	\$1,235.00	51.0%	\$630.00	\$605.00	18	290	\$35.00	6.2%	
Juliette Low	ASSOC_12	SU_12-06	\$965.00	106.2%	\$1,025.00	-\$60.00	7	206	\$146.43	3.4%	
Juliette Low	ASSOC_12 Total		\$5,260.00	68.5%	\$3,605.00	\$1,655.00	68	969	\$53.01	7.0%	
Juliette Low	ASSOC_14	SU_14-00			\$415.00		2		\$207.50		
Juliette Low	ASSOC_14	SU_14-02	\$893.00	38.2%	\$341.00	\$552.00	9	225	\$37.89	4.0%	
Juliette Low	ASSOC_14	SU_14-04	\$1,123.00	93.5%	\$1,050.00	\$73.00	7	178	\$150.00	3.9%	
Juliette Low	ASSOC_14	SU_14-05	\$3,360.00	14.8%	\$496.00	\$2,864.00	24	582	\$20.67	4.1%	
Juliette Low	ASSOC_14	SU_14-06	\$1,409.00	7.1%	\$100.00	\$1,309.00	5	218	\$20.00	2.3%	
Juliette Low	ASSOC_14	SU_14-07	\$625.00	0.0%	\$0.00	\$625.00	0	77	#DIV/0!	0.0%	
Juliette Low	ASSOC_14	SU_14-11	\$658.00	62.3%	\$410.00	\$248.00	12	96	\$34.17	12.5%	
Juliette Low	ASSOC_14	SU_14-13	\$751.00	4.7%	\$35.00	\$716.00	1	110	\$35.00	0.9%	

The SHARE Report is broken down by Service Unit and Association in numerical order. You can see who the leaders for SHARE as well as the overall Association Chair and Service Unit Managers. If there is a change to leadership, please email the Annual Giving Specialist.

The goal is reflected for each Service Unit and Association for reference. The "% to goal" column" is often the most important for Association Chairs as the monetary goal is different for everyone.

"How Much Left to Goal" can be used to catalyze donations by saying "We have \$xxx left to our SHARE goal, if xxx amount of people donate \$xxx, then we will hit our goal and help other Girl Scouts, support our eight camps, provide programing, and support volunteer training!"

SHARE Goals & Tracking

"# of Gifts", "# of Girls as of MM/DD/YY", and "Participation" are great metrics for Service Unit and Troop SHARE leaders as our goal is to always have almost 100% participation from our Girl Scout families. SHARE leaders can use this data to strategize how to increase participation.

Donations that have credited an Association but no Service Unit will always be represented as SU_#-00, see SU_90-00 for ex., donations made to the general SHARE campaign can be found at the end of SHARE report as ASSOC_00, SU_00-00

FY22 SHARE SNAPSHOT REPORT BY Association and Service Unit												
May 2022												
Donations through 5/31/2022												
Association	Service Unit	Goal	% to Goal	GIFT TOTAL	How Much Left to Goal	# of Gifts	# of Girl	Average Gift	Participation	FY19 Financial Assistance by Association	Average Gift per girl to get to goal	Running Average Gift to Goal
ASSOC_80	SU_80-07	\$2,516.00	52.4%	\$1,319.00	\$1,197.00	20	345	\$65.95	5.8%		\$7.29	\$3.47
ASSOC_80	SU_80-08	\$2,472.00	100.4%	\$2,482.00	-\$10.00	7	186	\$354.57	3.8%		\$13.29	-\$0.05
ASSOC_80	SU_80-09	\$3,494.00	57.6%	\$2,012.67	\$1,481.33	24	469	\$83.86	5.1%		\$7.45	\$3.16
ASSOC_80	SU_80-11	\$2,026.00	67.6%	\$1,370.27	\$655.73	29	155	\$47.25	18.7%		\$13.07	\$4.23
ASSOC_80 Total		\$18,440.00	70.8%	\$13,058.86	\$5,381.14	159	1970	\$82.13	8.1%	\$35,294.00	\$9.36	\$2.73
ASSOC_90	SU_90-00			\$495.00		10		\$49.50				
ASSOC_90	SU_90-03	\$2,457.00	53.5%	\$1,315.00	\$1,142.00	36	218	\$36.53	16.5%		\$11.27	\$5.24
ASSOC_90	SU_90-04	\$1,995.00	155.9%	\$3,110.00	-\$1,115.00	7	265	\$444.29	2.6%		\$7.53	-\$4.21
ASSOC_90	SU_90-05	\$2,100.00	14.3%	\$300.00	\$1,800.00	11	141	\$27.27	7.8%		\$14.89	\$12.77
ASSOC_90	SU_90-06	\$2,520.00	9.9%	\$249.50	\$2,270.50	10	307	\$24.95	3.3%		\$8.21	\$7.40
ASSOC_90	SU_90-07	\$2,415.00	36.7%	\$885.13	\$1,529.87	24	507	\$36.88	4.7%		\$4.76	\$3.02
ASSOC_90	SU_90-12	\$6,103.00	116.5%	\$7,109.48	-\$1,006.48	81	428	\$87.77	18.9%		\$14.26	-\$2.35
ASSOC_90 Total		\$17,590.00	76.5%	\$13,464.11	\$4,125.89	179	1866	\$75.22	9.6%	\$15,353.00	\$9.43	\$2.21
ASSOC_00	SU_00-00 Total			\$283,766.42		1498		\$189.43				
GRAND TOTAL		\$456,365.00	137.6%	\$627,818.09	-\$171,453.09	7932	51742	\$79.15	15.3%	\$705,706.00		
		\$800,000.00	78.5%	\$627,818.09	\$172,181.91							

THANK YOU ALL FOR YOUR HARD WORK!!!

Association Goals			SU Goals		
Assocs at Goal:	3	12%	SUs at Goal:	38	28%
Assocs between 75%-99.9% of Goal:	11	42%	SUs between 75%-99.9% of Goal:	24	17%
Assocs between 50%-75% of Goal:	8	31%	SUs between 50%-75% of Goal:	30	22%
Assoc between 25%-50% of Goal:	4	15%	SUs between 25%-50% of Goal:	24	17%
Assocs between 0%-25% Goal:	0	0%	SUs between 0%-25%	22	16%
TOTAL	26	100%	TOTAL	138	100%

Service Units are colored according to their % to goal, all SHARE volunteers can see how the council as a whole is performing with SHARE goals at the end of the report. Associations will always be in bright yellow. If you notice your Service Unit or Association is falling behind, please reach out to your SHARE team to strategize meeting benchmarks and goals.

**For more information on the SHARE Report, please contact the
Annual Giving Specialist, 202-534-3796**

Policies

Share Policies

Individual Donations

SHARE is an individual grassroots fundraising campaign for families that is run by adult volunteers with support from the Council's Development staff. The Council encourages at least 75% of SHARE dollars to be raised through individuals and families. Individual SHARE donations are credited to adults, not girls, therefore the full name and address of an adult must accompany the donation in order for the donor to receive a tax receipt letter. To assure a Troop, Service Unit, or Association also receives credit for the donation, please provide the Troop, Service Unit, Association number to ensure credit. Individual donations can be made by using the Annual SHARE QR code, going to www.gsncnc.org/donate, or by sending a check via SHARE envelope or personal envelope. Gifts under \$10 are not credited to an individual.

Volunteers are not to use Girl Scout adult contact information, which is confidential, for personal or professional gain.

SHARE Activities and Events

- In addition to individual donations, we recommend that no more than 25% of funds be raised through activities and events. All SHARE fundraising events should be planned and run by adults. When planning events, adults should be aware that our Council has guidelines specific to fundraising partnerships with other organizations. External organizations should not participate in any SHARE fundraising events (i.e. other organizations having promotional exhibits or tables at SHARE events).
- Games of chance – Games of chance planned and run by adults for SHARE are allowed. The event must solely be run and attended by adults.
- Restaurant nights, business partnerships, fundraising with other organizations, party demonstrations. Events where a percentage of sales are received are not permitted as a way for Associations, Service Units, or Troops to raise SHARE funds. Adult members in their Girl Scout capacities may not solicit financial contributions for purposes other than Girl Scouting.

How can girls be involved?

- Girls can tell their stories, write thank you notes, make thank you calls to donors, help make a poster about SHARE, but they may not directly solicit contributions. Fundraising asks must only be made by adult volunteers and/or staff.
- SHARE is not a money-earning activity. Money-earning is conducted by girls through troops and includes specific guidelines and restrictions.

Policies

Donor Policies

Split gifts:

While we strongly encourage individual donations, we realize that not all gifts will come in this way (i.e., group donations, event donations, etc.). When splitting and crediting gifts, any donation under \$10 will not be split and credited towards an individual. To split and credit gifts to individuals, here are some guidelines to follow when collecting these donations:

- Include a list of individual adult names who donated with their troop number, address, email, and amount they donated in a spreadsheet.
- Include name, email, and phone number of someone to reach if we should need to follow-up about the donation.

Please be aware we will only split gifts a maximum of 20 times

Pass-through Donation Guidelines:

Many individuals see the impact of Girl Scouting in their communities, and sometimes we receive requests for individuals to donate directly to a Girl Scout troop, service unit, association, and/or group. The Council has established guidelines to properly acknowledge the donor's gift and track money supporting our organization. For donations up to \$250, the donation should be payable to GSCNC Troop # and deposited into the troop's bank account. The Council will not provide a tax receipt for these donations.

For donations over \$250, below are the steps used for processing these donations:

- The donation check must be made payable to Girl Scouts Nation's Capital and sent to

Controller
Girl Scouts Nation's Capital
4301 Connecticut Avenue NW, M-2
Washington, DC 20008

- Important: The donation must come with a note that says it is a pass-through donation and the Troop#, SU#, Association# that it will support. The Council's Federal Tax Identification# is 54-0732966.
- The Council will deposit the donation and issue a tax receipt for the donor, using the address listed on the check.
- The Council will provide payment to the troop via check made payable to the troop or ACH transfer to the troop account. This process usually takes 7-10 business days.
- A troop may receive a donation of up to \$1,000 from any funder/donor once per fiscal year. Any amount over \$1,000 will go to SHARE, our annual giving campaign to benefit all Girl Scouts.
- The same procedures apply to service units, associations and/or group.

**For more information or questions regarding policies, please contact the
Director of Development, 202-274-3330**

FAQs

Does a small gift really make a difference?

Never underestimate the power of your gift. If every family in our council gave a small gift, it would have incredible impact. We'd like each family to consider a gift of \$50 or more as an investment in Girl Scouting; however, any size gift is appreciated and makes a difference.

Is my confidentiality protected?

Envelopes will be opened confidentially by our Finance Department for processing. If you wish to remain an anonymous donor, simply check the "anonymous" box. We do recognize donors of a certain level in our Annual Report. We upload all offline gifts onto your Service Unit's crowdfunding page, and distribute the names of donors to our volunteers for outreach purposes, but donor specific giving history and amounts are never distributed to volunteers.

What if I have daughters in more than one troop?

Only one troop can be credited per donation. If your family participates in multiple troops, send in a separate donation for each troop number in order for the separate troops to be credited.

Can I designate my SHARE gift to a specific program?

SHARE donations are not designated to a specific purpose; funds contributed to SHARE are used where they are needed most. If you are interested in making a major gift, which can be designated to a specific program, please call the Major Gifts Manager at 202-274-3306.

How are Friendship Circle donations credited? Can it be designated to more than one troop?

Friendship Circle gifts are credited in the SHARE report as they are received. Like all gifts, Friendship Circle gifts can only be designated to one troop. If a donor would like to credit two troops, they would need to give two separate gifts – one to each troop.

How do I participate in the President's Circle Dinner?

All donors who contribute \$1,000+ between March- March will be invited, along with a guest, to the President's Circle Dinner held in March.

Will Matching Gifts and/or Volunteer Grants count toward a donors total in order to be invited to the President's Circle Dinner?

No, the full \$1,000 donation must come from the individual; however, Matching Gifts & Volunteer Grants can be attributed to a donor's Association, Service Unit, or Troop and applied towards SHARE goals.

FAQs

Can troops receive credit for Council promotions like Nationals ticket purchases?

No, because of the way that tickets are purchased and funds are distributed, associations, service units, and troops cannot get credit.

Can I send cash donations through the mail?

Please do not send cash through the mail because we cannot track the donation(s) if it is lost. Other options include: depositing the contributions in your Girl Scout bank account and either sending us a check or making an online donation; or you may certainly hand carry them to our DC office.

Why doesn't our council do an automatic annual fee when I register like other councils do?

At this time, our council does not want to charge a fee because we do not want a financial barrier for any Girl Scout or someone who wishes to become a Girl Scout or volunteer.

How are goals established?

The Development Department sets the goals each year for Associations, then the Associations work with the Service Units to distribute the goal how they would prefer. Association SHARE Chairs must communicate the Service Units' goals to the Annual Giving Specialist. The goals take into consideration area, Association size, number of troop members, etc.

Notice there is a troop listed on my crowdfunding page that is not in my SU.

What do I do?

Email the Annual Giving Specialist to add or delete troops from your crowdfunding pages.

Can SHARE funds be raised through business partnerships, such as restaurant nights?

No. Events where a percentage of sales are received are not permitted as a way for associations, service units, or troops to raise SHARE funds. Adult members in their Girl Scout capacities may not solicit financial contributions for purposes other than Girl Scouting. By doing an event such as a restaurant night, you are driving traffic to a business and thereby endorsing it using Girl Scouts' name.

Can we have a raffle, silent auction, or bingo event to raise money for SHARE?

Games of chance planned and run by adults for SHARE are allowed. The event must solely be run and attended by adults. For clarification on SHARE versus money-earning activities, please see Volunteer Essentials. No external organizations should participate. It is a GSUSA policy that Girl Scouts do not endorse products – that's why you cannot sell branded items as a fundraising event.

FAQs

I donated a vehicle, but the amount it sold for is not completely credited to my Troop/Service Unit/Association. Why?

When you donate your vehicle, the amount it sold for will appear in your tax receipt, and that amount is completely tax-deductible for you. The car donation program takes a cut of the proceeds to cover their fees, so Council does not receive the entire amount for which the car sold. The amount received by the Council can be credited towards Service Unit SHARE goals. This accounts for the discrepancy between the amount the donor is acknowledged for and what is reflected in the SHARE Report. If you have a specific question about your vehicle donation, please contact the Development Department.

How do I get my girls credit?

We never credit girls with gifts. Donations are from adults. Please see our split gift policy on page 15. We are happy to credit troops with donations. Please write your troop, Service Unit, and Association on your SHARE envelope.

Other Key Facts

- SHARE is not a money-earning activity. SHARE is a fundraising campaign that is run by adults; individual SHARE donations are only credited to adults, never girls.
- Each SHARE envelope **MUST** be filled out completely in order to credit them correctly.
- Do not hold onto envelopes. As soon as you have a SHARE envelope in hand, please mail it.
- No coins! To help keep costs low for Council, avoid mailing coins. Coins add extra weight to the pre-paid envelopes which Council will have to pay for. Please convert coins to cash and then bring them to the office or deposit them into your troop account. Then, make a donation online.



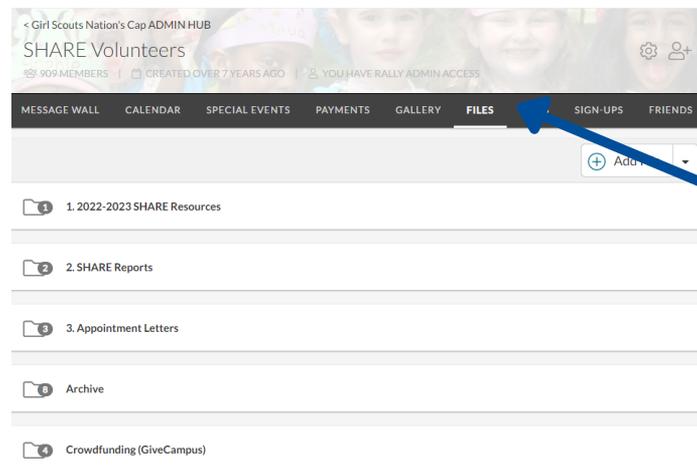
**For more information contact
the Annual Giving Specialist at 202-534-3796**

Resources

The Development Team wants to ensure that you have all the resources necessary to complete your role. The SHARE Rallyhood has a folder called "SHARE Resources" that will house all materials. If you think of another resource that will be useful, please contact the Annual Giving Specialist with your suggestion.

Sample Resources include:

- How to Recruit Volunteers
- Outreach to Families
- How to make an Ask & Follow Up
- SHARE for Newbies
- Social Media Fundraising
- What SHARE Funds & Ways to Give



Sample Ask: Family Emails

Here you'll find a sample email volunteers have created and used to successfully raise funds for SHARE. Use them as inspiration or feel free to personalize them for use in your area.

Donation email to family

[Date]

Dear [Insert Parent's Name]:

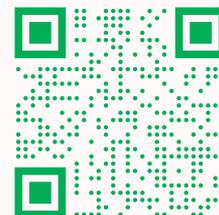
I'm writing to you as a friend of the Girl Scouts. I'm proud to be affiliated with an organization that builds girls with courage, confidence, and character, and I hope it continues for many years so I've volunteered to help with fundraising at the community level.

Our annual family giving campaign, SHARE, raises funds to support every Girl Scout and volunteer in this Council. Through this campaign, we provide high-quality leadership programs for all girls, maintain and upgrade our eight camps, train adult volunteers so they can be the best leaders possible, and provide critical financial aid. About one third of the girl members live at or below the poverty line. Some girls and families need the financial assistance to buy membership pins or a uniform vest; others request aid to go to summer camp or on destinations trips.

[Personalize this section, using 1-2 sentences based on your Service Unit's experience]

I hope you will consider making a gift this year. A contribution of \$350 will support a year of Girl Scouting for a girl; \$575 will help a girl attend sleep-away camp with transportation; \$100 supports programming; and \$75 helps a volunteer receive training and resources. Or become a member of our Friendship Circle by making a monthly contribution at the level you're comfortable. Make your contribution using the QR code or go online to www.gscnc.org/donate. Whatever you are able to give, it will go directly to support our Girl Scouts and volunteers in this Council and will be greatly appreciated.

Yours in Girl Scouting,
[Suzy SUSL
202-123-4567
suzy@gscnc.org]



Scan the QR code to make a gift or visit www.gscnc.org/donate

Sample Ask: By Phone

First: Prepare

1. Obtain the names and contact information of potential contributors, or families broken down by troop, from the registrar.
2. Set a specific “ask” amount, based on the Troop SHARE goal, beforehand and rehearse your conversation (i.e. \$50, \$10 a month).
3. Have your SHARE volunteer handbook nearby to answer any questions.

Second: Place the Call

- If you get an answering machine, leave your name and number so they can return the call. Say you will try again. Do not pitch to the answering machine.
- If someone else answers, leave a message that you will try again.
- Remember: spouses are also a part of the Girl Scout family! Feel free to educate them about SHARE and, if appropriate, ask them to discuss giving with their partner.

If your contact answers,

1. Introduce yourself by name and volunteer position in Girl Scouts.
2. Tell them that you volunteered to talk about SHARE, Girl Scouts Nation’s Capital’s Annual Family Giving Campaign to support girls in our Council. Ask them about their Girl Scout story and how the program has made a difference in their life.
3. Ask them if they are aware of SHARE and explain why you personally stay involved with Girl Scouts. Connect SHARE to why they love Girl Scouting,
4. Then ask, “Would you consider making a SHARE contribution to support local girls in Girl Scouting?”
 - Make sure to ask for a specific amount

If their answer is YES,

- Most importantly, thank them for pledging to make a gift to SHARE.
- Direct them to give on our website – www.gscnc.org/donate or crowdfunding page

If the answer is NO,

- Thank them for letting you talk to them about SHARE and tell them that you hope they will consider making a donation to SHARE in the future

If the answer is MAYBE,

- Listen to what they have to say, without jumping in or getting defensive
- Ask questions to gather more information on their perspective. For example:
 - What camps have they visited?
 - What training has that adult gone through?
 - Listen for mentions of programs supported by SHARE.
- Check to see if they have any questions, if so be sure to answer them.
- Ask again: “That’s why it’s so important for you to make a contribution to SHARE today.”

Sample Ask: By Phone

Third: Follow Up

If their answer was YES,

- Send an email thanking them for their pledge to support SHARE.
- Provide them with the web address to give online
www.givecampus.com/cznuwz or www.gsncnc.org/donate

If their answer was MAYBE,

- Send an email thanking them for their interest in supporting SHARE.
- Direct them to www.givecampus.com/cznuwz or www.gsncnc.org/donate to find out more about how they can get involved.
- Follow up in a few weeks to answer any additional questions and see if that the contribution was made.

Fourth: Keep Records of Your Outreach

- Keep record of who you have reached out to, if they've contributed, or if you should reach out again. Avoid soliciting families who have already donated this year.
- If you'd like to check your records against the Development Department's database, please call the Annual Giving Specialist at 202-534-3796.



Donor Information: What We Need and Why We Need It

It is important that our donors feel like they are partners in our mission. In order to maintain a strong SHARE program, we must build relationships with each donor and we can do this by thanking and engaging our donors. But, we can only do this if we know each and every one of them – including name, address, and amount contributed. This is where we need your help!

For the sustainability of our SHARE program, it is best to ask each family or donor for an individual contribution as this information is the basis for communicating with our new partners. Please be mindful of this as you collect donations in the upcoming year. Do not send cash through the mail because we cannot track the donation(s) if it is lost.

Important Information for Us to Collect as Fundraisers

Individual Gifts

- Full name, address, and email is required for the donor to receive a tax receipt letter. We do not distribute tax receipt letters for gifts under \$10.
- Email and phone number will allow us to connect with the donor so we can thank them for their gift and update them on the impact of their gift, events, and activities.
- Include Troop, Service Unit, and Association information for appropriate credits.
- To simplify this process, consider utilizing your crowdfunding page to collect donations.

Split gifts

While we strongly encourage individual donations, we realize that not all gifts will come in this way (i.e.: group donations, event donations, etc.) When splitting and crediting gifts, any donation under \$10 will not be split and credited towards an individual. To split and credit gifts to individuals, here are some guidelines to follow when collecting these donations:

- Include a list of individual adult names who donated with their troop number, address, email, and amount they donated in a spreadsheet.
- Include name, email, and phone number of someone to reach if we should need to follow-up about the donation.

Please be aware we will only split gifts a maximum of 20 times.

**For more information on receiving proper credit for contributions, call the
Development Coordinator at 202-274-3317**

Share Envelope Sample

More & more giving is being done online. However, some donors like to mail in their donations.



Make sure that it has this address

SHARE Envelope Example

Yes, I am making a contribution today!

Your contribution funds Financial Assistance, Camps, Adult Volunteer Support, and all Girl Scout Programming.

Ensure the legacy of Girl Scouting by making a lasting impact!

\$25 \$50 \$75 \$100
 \$250 \$500 \$1,000 Other _____

Join the Friendship Circle: make my gift monthly!

Payment Method
Make checks payable to: GSCNC

Please charge my: Visa MasterCard American Express Discover

Card Number: _____ Expiration Date: _____ Security Code: _____

Name on Card (Please Print): Alexis Hill

Signature: *Lexie Hill*

To make a donation online go to <http://bit.ly/GCSHARE> or gscnc.org/donate

PLEASE NOTE:
For your contribution to be properly processed, this form **must** be completed in full.

*** Required Fields to credit SHARE goals**

Adult Name: Lexie Hill

Preferred Address: 1234 Girl Scout Rd.
City: Washington State: DC Zip Code: 20008

Email Address: lhill@gscnc.org

Phone: 202-534-3796 Date: 6/24/22

I want my gift to be anonymous. Your name could be publicized. If you wish to remain anonymous, check the box.

I am a Girl Scout alumna
 Gold Award Girl Scout

Juliette Low Legacy Society - I would like information on including Girl Scouts in my estate plans
 I already have Girl Scouts Nation's Capital in my estate plans

For more information on receiving proper credit for contributions, call the Development Coordinator at 202-274-3317

Steps in Planning an Event

SHARE is an individual giving campaign and we strive for 75% of donations to come from individuals and 25% from special events. However, if you have an event that is established and works well, please continue with your planned event.

- Determine your fundraising goals**
Is it your 25%? 10%? Work with your leadership team to decide.
- Determine your audience**
Remember only adults may take part in raising money for SHARE but is your audience your troop, non- Girl Scout adults, service unit?
- Choose the type of event**
Check with your leader or the Council Annual Giving Specialist if you are unsure if it is allowed
- Choose a date**
Be sure to plan around any other events you are aware of
- Promote the event**
Share at Troop, Service Unit, and association meetings. Post on Rallyhood, social media, etc.
- Sell tickets to your event**
Via cash, check, or donation to your GiveCampus page
- Set up for your event**
Always arrive at least an hour early to make sure everything looks the way you imagined it
- Enjoy your event!**

*If you collected cash or checks, please make sure it reaches
the Girl Scouts Nation's Capital DC Office*

SHARE Chair Checklist

- Note SHARE volunteer role in Volunteer Systems
- Make a personal contribution
- Inform SHARE Chair/ Leaders and families about their goal
- Set the expectation that every Girl Scout family is expected to participate if they can
- Share the GiveCampus link and website with all Troop families and leaders
- Has completed one email solicitation
- Posts on personal social media about SHARE
- Ensure that leaders have made their own personal contribution to SHARE
- Set SHARE goal date (Dec. 31st)
- Get list of families from Service Unit Registrar
- Has introduced SHARE to a non- Girl Scout Adult
- Has completed gsLearn Modules



SHARE Chair Checklist with details

Year-Round

- Join the SHARE Rally to access the monthly SHARE reports, resources, and best practices.
- Assign your role in Volunteer Systems.

August-September: Preparations for Presentation

- Personally contribute to SHARE. Your example sets the tone! Consider making your gift via crowdfunding.
- Obtain family list broken down by Troops with contact information from the Service Unit Registrar.
- Recruit your SHARE Eco-Systems.
- Set troop goals by using number of Girl Scouts in your Service Unit and Troops as a guide.

September-October: Presentation

- Ask to be on the agenda at the parent's meeting in the beginning of the year with Troop goal & per family ask. It is important to set the expectation at the first meeting that goals should be reached by December 31st.
- Explain the importance of giving, use the "What SHARE Funds" and "Ways to Give" flyers.
- Include your contact information so that the parents can reach you with questions.
- Consider texting your parents the link to your SU crowdfunding page during the meeting. Use the sharing buttons on your crowdfunding page.
- Contact parents unable to attend the meeting about SHARE. If a parent does not respond, send an email to the family. Be sure to indicate the troop goal and to give by December 31st.
- Check the monthly SHARE report (available on the SHARE Volunteer Rally) or contact your Service Unit SHARE Chair for the total number of SHARE participants from your troop.
- If you receive SHARE envelopes, please mail them promptly. Do not hold onto or open the envelopes. If a check date is stale, we will not be able to deposit it.

November- December

- Build on Council- wide outreach for end- of- year Troop asks.
- Finish campaign, unless your Service Unit has another established campaign cycle.

October-May: Follow-Up

- Update your Association/ Service Unit SHARE Chair on your progress.
- Personally contact any parent who has not yet contributed and ask the registrar for updated Troop SHARE Leader Contact List.
- Encourage troop participation in Service Unit SHARE events and thank everyone for supporting SHARE.
- Celebrate troops that have reached their goal by giving certificates or a party in- a- bag or in another fun way.

Please donate to SHARE today!

SHARE

impacts every Girl Scout and volunteer in our Council.

Camp

Maintains our eight camps, high adventure activities and ensures every girl has the chance to enjoy the outdoors. \$1000 helps get girls to sleep away camp.

Financial Assistance

Covers membership and troop dues, girl supplies, camperships, and program fees. \$500 supports a year of Girl Scouting.

Programs

Supports troop and camp programs, STEM, life skills, entrepreneurship and leadership training. \$250 helps a girl travel on a Girl Scout destination.

Volunteer Assistance

Provides free and reduced cost training for volunteers. \$100 helps a volunteer receive training and resources.

